

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 15758 310910Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 L-03 ICA-20 /044 W
-----040581 010338Z /73

R 310752Z AUG 78
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 0840

UNCLAS TOKYO 15758

EO 11652: NA
TAGS: BEXP, JA
SUBJECT: MITI PROPOSALS RE SHIN SAKURA MARU FLOATING FAIR

REF: STATE 14259

1. SUMMARY. HIGH-LEVEL MITI OFFICIALS INFORMED EMBASSY THAT MITI PREPARED TO DEFRAID COSTS OF CHARTERING, OPERATING, REMODELING, AND RESTORING TO ORIGINAL CONDITION OF SHIN SAKURA MARU. MITI EXPECTS U.S. SIDE TO PAY EXPENSES INCIDENTAL TO STAGING OF PROPOSED FLOATING FAIR. MITI ALSO HOPES THAT AGREEMENT ON COST-SHARING CAN BE REACHED BY SEPT 30. END SUMMARY.

2. AT MEETING WITH COMCOUNS AUG 30 AT MITI HEADQUARTERS, IMPORT DIVISION DIRECTOR MURAOKA AND OTHER SENIOR OFFICIALS INDICATED THAT MITI PREPARED TO PAY COSTS OF CHARTERING, OPERATING AND REMODELING AND RESTORING VESSEL TO ORIGINAL CONDITION, INCLUDING: (A) FOOD, FUEL AND OTHER MAINTENANCE AND UTILITY CHARGES; (B) PORT CHARGES, PILOT AND TUGBOAT FEES; (C) SALARIES OF SHIP'S CREW ONLY; (D) INSURANCE FOR VESSEL AND CREW ONLY; (E) STRUCTURAL MODIFICATION OF VESSEL TO ACCOMMODATE FAIR (EXACT DESIGN TO BE DECIDED LATER); AND (F) RESTORATION OF VESSEL TO ORIGINAL CONDITION AFTER FAIR.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 15758 310910Z

3. ACCORDING TO MURAOKA, MITI EXPECTS U.S. SIDE TO PAY COSTS OF STAGING FAIR AS FOLLOWS: (A) TRANSPORTATION AND STORAGE OF MERCHANDISE; (B) CUSTOMS DUTIES ON MERCHANDISE; (C) LOADING OF MERCHANDISE ON SHIP; (D) CONSTRUCTION OF MERCHANDISE DISPLAYS; (E) INSURANCE ON MERCHANDISE, VISITORS, AND SALES AND MANAGEMENT PERSONNEL; (F) DISPLAY

PREPARATION EXPENSES; (G) SALARIES OF SECURITY GUARDS, SALES AND MANAGEMENT PERSONNEL. IN REPLY TO QUESTION FIVE IN REFTEL, MITI OFFICIALS ALSO INDICATED THAT SHIP CAN ACCOMMODATE TEN FORTY-FOOT STORAGE CONTAINERS, OR 20 TWENTY-FOOT CONTAINERS.

4. MITI OFFICIALS SUGGESTED THAT U.S. SIDE CONSIDER APPROACHING JAPANESE DEPARTMENT OR CHAIN STORES FOR ASSISTANCE IN RECRUITING SALES PEOPLE, SECURITY GUARDS AND OTHER LOCAL PERSONNEL, BECAUSE JIFFA HAD LITTLE EXPERIENCE IN ORGANIZING SHOWS OF THE TYPE ENVISAGED. MURAOKA SAID THAT AN OFFICIAL OF DAIMARU DEPARTMENT STORE INC., ONE OF JAPAN'S LARGEST, HAD INFORMALLY EXPRESSED AN INTEREST IN PROVIDING SUCH ASSISTANCE. HE ADDED THAT, WHILE MITI WOULD OFFER ITS GOOD OFFICES, ANY ARRANGEMENT WITH DAIMARU OR OTHER JAPANESE FIRM SHOULD TAKE FORM OF PRIVATELY-NEGOTIATED CONTRACT.

5. MITI OFFICIALS HOPED THAT GENERAL AGREEMENT ON COST-SHARING WITH U.S. SIDE COULD BE REACHED BY SEPT. 30 TO PERMIT ALLOCATION OF NECESSARY FUNDS FOR FAIR WHICH THEY SUGGESTED BE HELD IN OCTOBER-NOVEMBER 1979.

6. COMMENT: TONE OF MEETING AND SPECIFIC MITI PROPOSALS SUGGEST STRONG MITI BACKING OF PROJECT. MR. IKEDA HAS ALSO PERSONALLY ASSURED US OF JIFFA'S CONTINUED ENTHUSIASTIC SUPPORT. HE OFFERED TO EXERT HIS INFLUENCE WITHIN UNCLASSIFIED

UNCLASSIFIED

PAGE 03 TOKYO 15758 310910Z

GOJ AND TO MAKE AVAILABLE STAFF SUPPORT IF REQUESTED. AS FOLLOW-UP TO MITI PROPOSALS, WE SUGGEST CONSIDERATION OF FOLLOWING: (A) CREATION OF AD HOC ADVISORY COMMITTEE COMPOSED OF REPS OF MITSUI-OSK, JIFFA, MITI, EMBASSY, DEPARTMENT STORES AND PORT WAREHOUSING FIRM TO DEFINE MORE PRECISELY COSTS AND LOGISTIC REQUIREMENTS OF U.S. SIDE; (B) EXAMINATION OF POSSIBILITY OF BROADENING SCOPE OF FAIR PARTICIPANTS TO INCLUDE U.S. MANUFACTURERS AND PRODUCERS AS MEANS OF LOWERING SALE PRICE OF MERCHANDISE; AND (C) INITIATION OF WORKING-LEVEL CONSULTATIONS AMONG EMBASSY, MITI AND DEPARTMENT STORES TO IDENTIFY THOSE U.S. CONSUMER GOODS LIKELY TO HAVE BEST SALES POTENTIAL AT PROPOSED FLOATING FAIR.

7. ACTION REQUESTED: APPRECIATE RESPONSE TO THIS PROPOSAL SOONEST BUT AT ANY RATE BEFORE SEPTEMBER 30 SINCE MITI NEEDS COMMITMENT BEFORE THAT DATE. MANSFIELD

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 31 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TOKYO15758
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780357-0042
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t1978082/aaaaabdm.tel
Line Count: 112
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: ff2bf25a-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 14259
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1608341
Secure: OPEN
Status: NATIVE
Subject: MITI PROPOSALS RE SHIN SAKURA MARU FLOATING FAIR
TAGS: BEXP, JA
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/ff2bf25a-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014